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THE CHAPMAN-GILBERT CO.

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Whatever YOUR Occupation

HOW HYDROPONICS Is An Improvement Over Soil Growth

Eleven elements in soil, in varying quantities, are made available to the small root hairs of plants only as they are dissolved in water. Very little soil contains sufficient quantities of these elements to supply the plants with a balanced diet. The degree to which the roots receive the dissolved solution varies with the soil condition, irrigation and other factors. In Hydroponics, nature is saved the task of providing and making available to the root hairs the nutrient solution. Hydroponic plants receive a constant, uniform supply of complete plant food already in solution which means more vigorous, healthful crops.

ADVANTAGES

- IMPROVED QUALITY VEGETABLES AND FLOWERS
- LARGER YIELDS
- CLOSER PLANTING
- CLEANLINESS
- UNIFORM RESULTS
- HEALTHIER PLANTS
- SIMPLICITY OF OPERATION
- EASE OF STARTING NEW PLANTS
- REDUCED LABOR
- LOWER COSTS
- NO WEEDS
- NO ROTATION
- NO CULTIVATION
- NO SOIL-BORN DISEASES

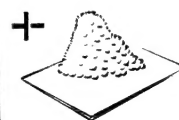
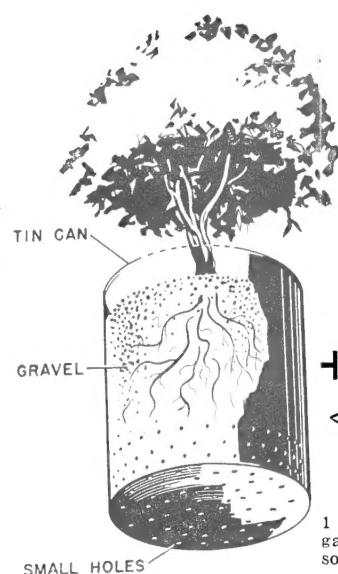


IN ORDINARY SOIL some of the essential elements are missing or show slight traces. Plants lack vitamins and minerals, are substandard. Soil requires cultivating, irrigating, rotating season after season. Weeds, soil disease. Fertility keeps reducing. Yield is small and expensive.

IN FERTILIZED SOIL essential elements are present in slightly greater quantity. Plant diet still incomplete. Substandard. Weeds, soil disease. Fertility keeps reducing. Fertilizer expensive. Requires cultivating, irrigating, rotating. Yield is average and expensive.



IN HYDROPONICS COMPLETE PLANT DIET which includes all plant essentials. Plants are large, productive, rich in vitamins and minerals. Tastier. Gravel and sand instead of soil. No fertilizing, cultivating, rotating. Yield as large as 150 to 200 tons of tomatoes per acre. 20 pounds per vine. Yield ratio of from 6-1 to 10-1 over soil growth.



NUTRIENT FORMULA
1 pound makes 100 gallons of plant food solution.

SIMPLICITY OF OPERATION

Instead of soil, the plant is supported in gravel or sand. The tin can method demonstrates the simplicity of operation. 1 pound of nutrient solution makes 100 gallons of growing solution . . . a complete plant diet for hundreds of plants. Simply feed once a day by setting can in solution or sprinkling.



FOR HOUSE PLANTS

Superior plants of all types can be grown by Hydroponics. For indoor growing there is no simpler, cleaner, more effective way.

(Photo by U.S. Army Signal Corps)



BACK PORCH GARDEN OR VAST FARMS

A basin on your back porch 20 ft. long, 2 ft. wide and 15 inches deep can net you 800 pounds of tomatoes per year. One Hydroponicum shipped 400,000 plants. U.S. Army has a 232,000 sq. ft. installation.

CHAPMAN-GILBERT CO.
820 W. Ivy St. San Diego, California



Wherever YOU Live You Can Have Success Without Soil

Success is happiness with a hobby, profit from a venture or accumulation of valuable knowledge. Whether you are interested in Hydroponics from a commercial viewpoint, for gaining a new, fruitful hobby or to satisfy your thirst for knowledge, you can be successful no matter where you live if you follow the common sense directions in **SUCCESS WITHOUT SOIL**. Here are some examples.

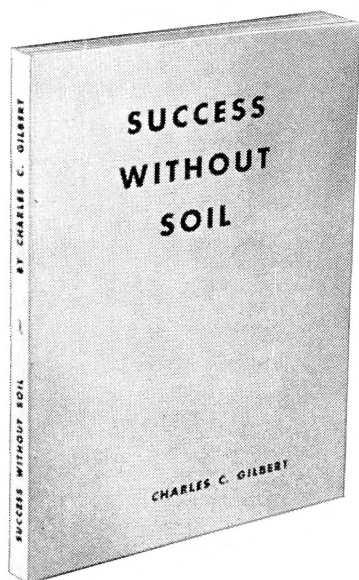
ILLINOIS The Geo. J. Ball Company, one of the world's largest breeders, growers and sellers of flower seed, is getting a 15% to 25% crop increase with Hydroponics at a net savings of 10%.

CALIFORNIA The 2000 sq. ft. of growing area used by W. F. Bradley is so simple to operate, Mrs. Bradley often does the gardening by turning on an electric pump to feed the plants.

MICHIGAN Following the directions in **SUCCESS WITHOUT SOIL** and using Nutrient Formula, Ferd C. Cleland is growing flowers and beans inside his HOUSE. The beans have produced at the rate of 34 beans to the single stock.

FLORIDA A Hydroponic industry for supplying northern farms with young, disease free plants is being successfully operated by L. Harry Weirs. Recently he shipped 400,000 soilless grown plants to northern markets.

ARIZONA Gilbert Brown ordered Nutrient Formula to try out Hydroponics. He now has a full-time profitable business growing fruits, vegetables, (he reports tomatoes grow twice as fast in chemically balanced food diet) and flowers. Mr. Brown resells Nutrient Formula and rents out Hydroponic displays.



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**NUTRIENT
FORMULA
BALANCED
PLANT DIET**



Nutrient Formula is a complete, balanced plant diet. The clean, odorless, soluble powder provides the plant roots with all the essentials to hearty, productive plant growth. Inexpensive (\$1.00 for pound size, \$3.00 for 5 pounds) one pound mixed with water gives you 100 gallons of 100% active nutrient solution. Use the enclosed order form when ordering. We pay postage.

From **SUCCESS WITHOUT SOIL** you will learn how to grow finer flowers, better vegetables in your kitchen . . . or how to harvest a large crop from your back porch . . . or how to establish a profitable commercial Hydroponic farm. The book is jammed with valuable facts—any one of which is certainly worth the \$2.95 you pay for **SUCCESS WITHOUT SOIL**. If, after seeing the book, you are not completely satisfied, you can return it and your money will be cheerfully refunded. Order your copy today.

THE CHAPMAN-GILBERT CO., 830 West Ivy Street, San Diego, California

You Can Have Success Without Soil

Housewives, carpenters, retired businessmen, farmers, mail order specialists . . . people of all occupations are enjoying success with Hydroponics. Some raise plants indoors for beauty. Some harvest vegetables from their back porch. Others are banking good profits from part time work and full scale businesses. These people prove you too can have **SUCCESS WITHOUT SOIL.**

DISABLED George Nellis of Colorado wrote that he was recovering from heart trouble and as soon as he is able he will take up Hydroponics because he wants to be outdoors and doing light work.

HOUSEWIFE Brighter, more vigorous house plants with Hydroponics gives Mrs. Eva A. Lewis of Oregon new light and hope.

RETIRED CARPENTER R. D. Shirley of California is a retired carpenter and rancher. His Hydroponic garden is in troughs nine inches deep.

OLDSTERS Mrs. Madge Day of Florida who is 73 and E. J. Fillingham of Ohio, 74, both enjoy Hydroponics because it enables them to be productive without it tiring them.

TEACHER While he is growing geraniums and tomatoes with Hydroponics, Herbert O. McCuen of Texas is primarily interested in Hydroponics from the viewpoint of teaching it.

NORTHERN CALIFORNIA From concrete troughs nine inches deep, R. D. Shirley is harvesting radishes, potatoes, yams and carrots.

OKLAHOMA While Arthur H. Renner is growing flowers outside all winter, his wife waters her house plants with nutrient solution with dandy results.

PENNSYLVANIA W. M. Houghton followed the book, has installed a 3'x2' window garden and is using 12 large flower pots. He uses lake sand for aggregate.